

# From the President's Desk

## The essence of Primerus will be on display at Global Conference

Presidential historian Jon Meacham has written many best-selling books, including his 2018 treatise, "The Soul of America: The Battle for Our Better Angels."

In writing the book, Meacham said he was spurred by the "terrible events in Charlottesville (Va.)" in August 2017 when neo-Nazis and Ku Klux Klansmen held a "Unite the Right" rally that dissolved into violent and deadly clashes with counter-protesters.

"Political strife and division, particularly of the poisonous variety, are in some ways the rule in American life rather than the exception," Meacham said in a 2018 interview. "If history is any guide [ . . . ] then the right number of Americans at the right time will decide to heed what Lincoln called 'the better angels of our nature' and realize that we've been happiest and strongest in the hours when we have most generously interpreted the Jeffersonian assertion that we're all created equal."

In many respects, that message has been a guiding force for Primerus since its founding in 1992, fortified by a belief in the Six Pillars that have served as our bedrock principles for more than three decades.

The development of the Six Pillars helped cement our identity as an organization built upon integrity, quality, value, competency, civility, and community service. Melded together, those qualities and concepts comprise the backbone of Primerus, and serve as the standards by which we are constantly measured. Such measuring sticks can be particularly useful in times of turmoil and uncertainty such as we are experiencing now.

The Six-Pillar concept is framed by the principles of "Integrity" and "Community Service," two of the building blocks of Primerus. Integrity, of course, encompasses truth and honesty, "true north" concepts where there is no room for any ethical shades of gray. Relatedly, service to others is a benchmark quality that can yield lasting dividends, personifying an abiding commitment to leading a well-rounded life built upon a desire to help others for the betterment of society.

In effect, those core beliefs are the essence of Primerus as an international alliance of law firms that expresses the true value of the legal profession's worth to a civilized society.



This will be on full display this fall when Primerus members gather in the New Mexico capital of Sante Fe for our annual Global Conference on October 9-11. The three-day event will be staged at the magnificent Inn and Spa at Loretto and will feature the theme of "Best Strategies for Challenging Times."

Annually, one of the premier events on the Primerus calendar, the Global Conference has served as a setting where longtime relationships are renewed and new friendships are made each fall. As Primerus members gather from around the world for the event, we should be filled with a sense of pride for the vital role that lawyers continue to play in protecting our most fundamental rights and freedoms while deploying reason and resilience to counter the darker forces that seek to divide.

Those attending the Global Conference will have the opportunity to participate in a series of roundtable discussions on marketing, attracting and retaining legal

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talent, and developing the future leaders of your law firm. The use of artificial intelligence (AI) is expected to be a key topic, in addition to issues surrounding cybersecurity.

While there will be much to absorb on the legal front at the event, the Global Conference also will be a glorious opportunity to explore the many sights and sounds of Santa Fe, a city long known as the “Gateway to the American Southwest.”

Santa Fe sports a rich cultural environment, highlighted by a lively arts scene, historic architecture, and a tourist-friendly atmosphere for visitors enticed

by its beauty.

Much of Santa Fe’s appeal, of course, is intertwined with that of nearby Albuquerque, the largest city in the state and the home to one of the most eye-popping events in the world. The Albuquerque International Balloon Fiesta, which will mark its 53rd year in 2025, has become a “Southwest rite of passage each fall,” lighting up the skies over New Mexico’s two most prominent cities that are located just 60 miles apart.

The largest balloon festival in the world is scheduled for October 4-12, coinciding neatly with the dates of the Primerus Global Conference. The Balloon

Fiesta is expected to attract more than 500 hot air balloons and ranks as one of the most photographed spectacles in the world.

With all that in mind, members planning to attend the 2025 Global Conference will experience a special treat, one certain to reflect the finest features of Primerus as we seek “Best Strategies for Challenging Times.”

Best regards,

**Jack Buchanan, President**